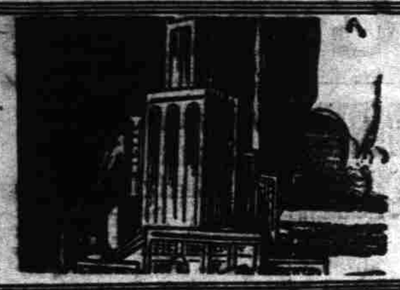

WE BELIEVE IN SALEM

THE FIRMS WHOSE NAMES ARE ATTACHED TO THIS PAGE HAVE COMBINED THEIR EFFORTS BEHIND A CAMPAIGN TO SELL SALEM AT HOME AND TO THE OUTSIDE WORLD.

Salem, Founded by Missionaries of the Church, Has Long Been the Center of Culture

By CARL GREGG DONEY
President Willamette University

The casual appraisal of a city is made by regarding its tangible values. One easily

CARL GREGG DONEY

notes its streets, buildings, bank deposits and taxable assets. These assuredly are necessary if residents are to prosper and have the creature comforts of life; but these are less essential to the really durable satisfactions than are the less obvious influences which give quality to the spirits of men. Men do not live by bread alone: they also require nourishment for the mind and soul.

Measured by these vital standards, Salem is to be rated among the richest cities of the nation. Its cultural development dates from its beginnings. Its founders were not adventurers seeking spoils. They represented a rare culture and their objective was to propagate education and religion in the new land. A people is forever enriched whose pioneer forebears make it their first business to establish a school and a church. It is these institutions which tincture life with verity and become the rooting places of abiding inner wealth. Salem was founded in an atmosphere of intelligence and morality, and in such an atmosphere it has had its being.

Willamette university was contemporaneous with the first homes and earliest enterprises of this city. It took its character from those who organized it and for almost a century it has turned that character back into the citizens of the community. It has kept pace with modern educational developments and has always been a voice that called the people toward intelligence and goodness. Naturally, too, it attracted families to Salem who appreciated higher education and here many of them have remained, themselves becoming patrons of culture and refinement.

Citizens such as these would provide themselves with libraries and churches, with societies for study in music, the drama and fine arts. Whatever be a person's wishes, he here finds opportunities and friends of kindred desires. Tradition and atmosphere encourage him to appreciate and to develop the better elements of his nature. The strong undercurrent of the city is cultural.

A visitor after observing Salem remarked, "I can see that great men were once here." To support his statement he spoke of the wisdom reflected in planning the city to have broad, clean streets; he pointed to the architectural perfection of the First Methodist church, of the courthouse, capitol and certain residences; he marveled at the civic center with its appealing beauty. Truly great men were once here. And their greatness has been perpetuated. Salem is emphatically a city of culture.

Pertinent Facts About Salem, Ore.

Capital of Oregon.
Population, 28,000.
Churches, thirty-two.
Banks, three.
Theatres, four.
Hospitals, three.
Daily Newspapers, two.
Libraries, 3 — State City and School.
Altitude above sea level, 171 feet.
Fruit and berry canning plants, 7.
Population within trading area, 85,000.
Paved roads in trading area, 259 miles.
State institutions in and near Salem, 8.
On Pacific Highway, No. 99.

Largest Industries
$4,000,000 Pulp and Paper Company.
$1,000,000 Logging Company.
$5,00,000 Meat Packing Plant.
$350,000 Woolen Mill.
$450,000 Linen Mill.
$250,000 Linen Mill.

Annual Payroll

A conservative estimate of the annual payroll in Salem is:

From the larger industries	$6,250,000
Other Industries	2,135,000
Total	$8,385,000

To Be Seen in Salem, Oregon
State capitol building and state displays.
Oregon State hospital.
State Fair grounds.
State Institution for the Blind.
State Tuberculosis hospital.
Willamette University and campus.
State Institution for the Deaf.
Near Salem:
Silver Falls group.
Breitenbush Hot Springs, foot of Cascades.
Salem Indian school, few miles north.
Historic Champoeg, 27 miles north.
Pacific Ocean resorts: Two hours' drive.

AVERAGE RAINFALL IN SALEM
The average rainfall in Salem is 37½ inches, about the same as Kansas City or St. Louis. It is just a little more than Chicago and considerably less than New York City or Boston.
The Willamette river at Salem was frozen over in the year 1861 and not again until 1923. That's an average of once every 62 years.

SUPER-SERVICE STATION

DAY & NILES INC. SUPER-SERVICE STATION
Cor. High and Chemeketa St. Telephone 471
"DAY AND NITE SERVICE"
For a complete reliable one stop service by skilled, courteous mechanics, using only the best materials
Produced by Nationally Known Manufacturers
GASOLINE STANDARD OIL PRODUCTS OILS
GREASING WASHING TIRE-REPAIRS
SEIBERLING TIRES AND TUBES
Sold with an Unconditional Guarantee for one year
Service Car Calls made within the city limits without Extra Charge
Give Us a Try and You Will Never Drive by
Grant W. Day "The Home Towners" Ransom W. Niles

GROCERIES AND MEATS

R. H. BAILEY GROCERY
265 N. Liberty St. Phone 2068
A RELIABLE STORE SELLING A COMPLETE LINE OF
Staple and Fancy Groceries Fresh Vegetables
Bakery Goods of all Kinds Confectionery
and every kind of merchandise a good grocery should sell.
Free Delivery Courteous and Efficient Help Lowest Prices
"A STORE WHERE QUALITY AND SERVICE COME FIRST"

CROSS MARKET
265 N. Liberty St. Telephone 1080
FOR U. S. INSPECTED MEATS OF QUALITY AND FLAVOR
Choice cuts of
BEEF, VEAL, MUTTON, PORK
Our smoked meats are the best experienced packers can produce.
CASCADE HAMS, CASCADE BACON
All kinds of Poultry.

HOTELS

HOTEL SENATOR
Court and High Sts. Telephone 800.
A Hotel with a Friendly Welcome
111 Rooms of Homelike Comforts
Modern Fireproof Building, Convenient to Theatres and Stores
First Class Cafe Service
We Also Operate
OREGON HOTEL Eugene, Ore. HOTEL JACKSON Medford, Ore.
Our hotels are headquarters for tourists and commercial men
We have confidence in the future prosperity of Salem and Oregon

DAIRY PRODUCTS

SALEM SANITARY MILK CO.
19th & State Sts. Getzin Bros., Owners Telephone 316
A RELIABLE SALEM DAIRY SELLING
PERFECTLY PASTEURIZED GUERNSEY AND JERSEY MILK AND CREAM
Under the strictest sanitary conditions in our Salem plant. Our "Babies' Special" will give your children a healthy "Guernsey Smile"
SALEM MAID ICE CREAM IS SO DIFFERENT

THEATRE

WE RECOMMEND
FOX ELSINORE THEATRE
Salem's Amusement Center
Always showing the latest and best talking pictures, news reels and comic subjects, Fanchon and Marco's stage productions accompanied by our concert orchestra gives our patrons the finest entertainment that skilled artists can produce.
Home of the Mickey Mouse Club

AVIATION SCHOOL

EYERLY AIRCRAFT CORPORATION
Turner Road LEE EYERLY, Mgr. Phone 1792
SCHOOL OF FLYING
Pleasure Flights, Business and Commercial Flights, Special Trips
To those desiring a thorough course in both ground and air service
Fast Service — Reasonable Rates
The Salem Airport is under our management

AUTOMOBILE PARTS

B. & W. PARTS STORE
445 Chemeketa St. Telephone 966-968
For Automotive Parts and Supplies
We Carry a Complete Stock of
REPLACEMENT PARTS, ACCESSORIES, AND SUPPLIES
For the wholesale trade.
WE ARE BOOSTERS AND BUILDERS FOR A BIGGER AND BETTER SALEM

TOP AND BODY SHOP

HAIN'S TOP AND BODY SHOP
207 S. Commercial St. Telephone 578
WE CAN REBUILD ANY WRECK
Auto Tops, Fender and Body Work, Radiators, Seat Covers, Cushions, Carpets, Auto Glass, Upholstering, Curtains.
All kinds of expert automobile trimming by skilled operators
OUR PRICES WILL PLEASE YOU—LET US ESTIMATE YOUR NEXT JOB

GROCERY

SIMPSON GROCERY
155 North Commercial Street Telephones 48-49
A RELIABLE INDEPENDENT GROCERY SELLING
Fancy and Domestic Groceries, Fresh Fruits and Vegetables, Fresh Bakery Goods every day, and Dairy Products. When you buy at Simpson's you get full weight, best quality and courteous service at all times.
FREE DELIVERY SERVICE TO ALL PARTS OF THE CITY

BABY CHICKS

THE WILLAMETTE VALLEY HATCHERY
410 S. 24th St. Established 1911 Phone 2776-W
HOME OF HYGIENIC DAY OLD CHICKS
Chicks on sale every day except Sunday and Monday. Ask about our wonderful new breed of Jersey White Giants. Our 40 years experience in successful hatching guarantees hygienic and healthy chicks.
WE ARE BUILDERS AND BOOSTERS FOR A BIGGER AND BETTER SALEM

GLOVES

FOR THE BEST IN CANVAS GLOVES
Call for the
KING KING ALL CANVAS
and
KNOCK OUT LEATHER LINED
Manufactured by
GLEASON GLOVE CO.
SALEM, OREGON

BAKERY

BENSON'S BAKERY COMPANY
264 N. Commercial St. L. V. Benson, Mgr. Phone 544
Wholesale and Retail Bakers of
"MALTED MILK BREAD"
"BENSON'S IRISH BREAD"
PIES — CAKES — ROLLS — PASTRY
Our Products are produced under the strictest sanitary conditions by experienced bakers

SHOE STORE

FOOT HEALTH SHOE CO.
415 State St. H. W. ACKLIN, Mgr. Telephone 1196
A Salem Firm You Should Know
They recommend, fit and sell Walk-Over Main Spring Arch Shoes
For Men and Women
CANTILEVER SUPPORTS ARCH SHOES FOR MEN, WOMEN AND CHILDREN

CEMETERY

CITY VIEW CEMETERY
L. P. Reynolds, president. Mrs. E. F. Hendrick, Secy.-Treas.
Ray Bohannon, Superintendent
It is the aim of the officers of this association to maintain and operate the City View Cemetery in keeping with the progress of our beautiful city.
"CONVENIENTLY ACCESSIBLE, AND PERPETUAL CARE PROVIDED FOR"
Salem, Oregon Telephone 1266

GROCERY

CARL AND BOWERSOX
383 Court St. Phones 437 & 438
A RELIABLE STORE SELLING A COMPLETE LINE
Fancy and Staple Groceries. Fresh Vegetables in Season
Smoked Meats — Bakery Goods of all Kinds
and everything else a good grocery should sell.
REASONABLE PRICES — COURTEOUS AND EFFICIENT HELP
FREE DELIVERIES
We have been serving the people of this community for years.

LOANS - INVESTMENTS - INSURANCE

HAWKINS & ROBERTS, INC.
Oregon Building Telephone 1627
FARM AND CITY LOANS
INVESTMENTS INSURANCE
"A Personal Service for Every Client"
May we help you plan your insurance needs and assist in solving your financial problems.

Quality United **PURITY** Stores **Low Prices**
SALEM DIVISION

Why Are We Called "Independent" Grocers

The word "INDEPENDENT" doesn't describe our attitude against our neighbors who buy at our store. Heavens, No!
That word "INDEPENDENT" merely means that we are not a corporation, that each one of us own and run our own "PURITY GROCERY STORE" right in your neighborhood or around the corner from your office. We each have an owners natural interest in serving you so well that you will always come back. We take special pains to wait on your children promptly when you send them on shopping errands. We are all experienced merchants which qualifies us to serve you well.
If you like sincerity and human-ness in business, we think you will find it pleasanter to drop in at a "PURITY STORE" for many of your household needs.
The "PURITY" symbol on our stores proves that we can give you fresher food stuffs, and better values, plus a personal interest in each customer, and the advantage of CREDIT and DELIVERY SERVICE.
"PURITY GROCERS BUY IN SALEM, DO YOU RECIPROCATE?"

HILLMAN'S PURITY CAKES
SNOW FLAKE BREAD — BUTTER NUT BREAD
Baked in Salem by the Cherry City Baking Company

CHERRO VALLEY BUTTER
A Salem Produce—Mfg. by
Andresen and Son, Inc.

Pick Out Your Purity Grocer; He's in This List

F. R. Bailey—525 S. Winter	565	Pure Food Grocery—341 Union	209
W. H. Clark—2290 State	670	Dan Sheets—2265 Mill St.	1978W
Capitol St. Grocery—Capitol and Union	1220	Rich's Grocery—17 and Center St.	2400
A. H. Patchell—1275 N. Church	817	Roth Grocery—134 N. Liberty	1885-1886-1887
A. Dane & Son—1003 S. Commercial	935	C. M. Roberts—720 D St.	387
J. C. DeHarport—605 S. 19th Street	1286	W. A. Sampson—975 Market	338
C. M. Eppley Co.—1900 State t.	93-94	C. W. Standish—2095 N. 5th	1395J
Jacob Elsasser—800 Highland	2893W	D. L. Shrode—705 S. 12th	9
W. F. Foster—339 N. Commercial	259	Sloper's Cash Market—West Salem	1748J
Greene's Grocery—1590 S. Commercial	22	Selig's C. & C. Store—254 N. Commercial	560
C. G. Hall—1964 N. Capitol	2493	Associated Store No. 5—2090 N. Commercial	494
Lee's White Grocery—1635 Fairground Rd.	2330W	Associated Store No. 6—Roberts Station	127F2
Moore's Grocery—2280 S. High	2396J	Associated Store No. 8—1705 N. Cottage	305
C. A. Tatum—2395 N. Front	1278	Associated Store No. 15—Salem Heights	3018J
Pickens & Haynes—456 Court St.	256-257	Associated Store No. 25—13th and State	290

WE LIVE IN SALEM WE BOOST FOR SALEM WE INVEST IN SALEM WE BELIEVE IN SALEM

ROOFING

CARLTON PIONEER ROOFING CO.
RE-ROOF NOW ON EASY TERMS
Applied by Roof Specialists
Phone 487 or Come in for Free Estimate on Pioneer Composition Roofing
Phone 487—A. B. Christenson, Mgr.—170 Front St.
Authorized Application Agents
"WE BELIEVE IN SALEM"

CONFECTIONERY AND GROCERY

PALM CONFECTIONERY AND GROCERY
676 N. Church St. Telephone 2434
A Store Where Quality and Service Prevails
Domestic and Fancy Groceries — Fresh Fruits and Vegetables.
BAKERY GOODS DAIRY PRODUCTS SMOKED MEATS
and all kinds of Confectionery.
"We Sell Everything a Good Neighborhood Store Should"
Open Every Evening Till 9 O'clock

TRACTORS AND FARM MACHINERY

A. C. HAAG & CO.
Wholesale "Where Quality Meets Confidence" Retail
FOR FARM MACHINERY AND TRACTORS
Cletrac Crawler Tractors Are Now Made in Six Sizes
"12" "20" "30" "40" "20-30" "100"
The Hart Parr in Three Sizes "12-24" "16-30" "28-50"
With the complete line of Oliver Farm Machinery, and large stock of service parts, we can give prompt, efficient service.

BEAUTY SHOPPE

WE RECOMMEND
THE BEAUTY BOX
320 State St. Telephone 1965
Where You Receive the Best in All Lines of Beauty Work
PERMANENTS FINGER WAVING MARCELLING
Facial and Scalp Treatments
Give Us a Trial and Be Convinced
"WE BELIEVE IN SALEM"

AUCTIONEER

H. F. WOODRY & SON
271 N. Commercial St. Nine-down-town Phone 78
"SPECIALIZING IN AUCTION SALES ANYWHERE"
We Buy and Pay Cash for all Kinds of Used Furniture, Stoves, Tools, Etc.
AUCTIONS CONDUCTED UNDER OUR PERSONAL DIRECTION ON WEDNESDAY AND SATURDAY
Sole Agents for Lang Houses
"ALWAYS BOOSTING SALEM"

BICYCLES

LLOYD E. RAMSDEN
367 Court St. Telephone 1697
A Reliable Salem Firm Selling
A complete and up-to-date line of well known makes of BICYCLES AND WHEEL GOODS FOR CHILDREN
REPAIRING RE-TIRING REPAIR PARTS ACCESSORIES
Give Us a Try, Our Service and Prices Will Please You.
"WE BELIEVE IN SALEM"

LUNCH ROOM

DINNER SANDWICHES 20c
DIXIE QUICK LUNCH
229 N. High
Hamburger Sandwiches 5c — Ice Cream, Soft Drinks

THEATRE

GRAND THEATRE
The Home of Salem's Best Sound Pictures
For Clean, Wholesome Amusement Without Extravagance
WE AIM TO SHOW ONLY THE BEST
Dramas Comedies Talking News and Other Short Subjects
Every Friday Night Is Family Night
One 50c Ticket Admits the Entire Family
"WE ARE BOOSTERS FOR A BIGGER AND BETTER SALEM"

INDEPENDENT GROCERY

KRUEGER GROCERY
1190 S. Commercial St. Telephone 3670-3671
A reliable, independent grocery selling fancy and domestic groceries, fresh fruits and vegetables, all kinds of bakery goods and dairy products. We aim to give you the best quality in food products that the markets can furnish and at the lowest possible prices.
Courteous clerks to serve you — Free delivery service any time

SALEM FIRMS

SALEM FIRMS YOU SHOULD KNOW
Telephone 422 SALEM JUNK COMPANY
Wholesale and Retail Dealers in all kinds of metals, scrap iron, hides, sheep pelts, and excess junk.
Telephone 422 SALEM BARGAIN HOUSE
New and used pipe, pipe fittings, pulleys, belting, tools, and all kinds of new and used machinery.
Z. Sutton "We Believe in Salem" S. Elias
320 North Commercial St. Salem, Oregon

HOME SITES

Go To Kingwood Heights ToDay
Salem's Beauty Spot
Two more beautiful homes nearing completed. Drive up, we invite your inspection of these wonderful homes while they are being completed. Open for your inspection all day Sunday. The setting is marvelous, overlooking the Capital City, Mt. Hood, Willamette River, Valley and Mountains. A potential landscape of inspiring beauty as far as the vision will carry.
Watch Kingwood Heights grow—It's the water—the view—the air
Drive up.

CITY WATER WORKS

"WE BELIEVE IN SALEM"
And that the future of our community can only be assured by the willingness of the people in it to co-operate in all worthy civic movements for the promotion of prosperity and progressiveness.
This company is always willing to give their support to all worthy movements for the betterment of our city.
Oregon-Washington Water Service Co.
304 S. Commercial St. Salem, Oregon

TIRE SERVICE

ONE STOP FOR A COMPLETE SERVICE
Our service includes Firestone Tires and Tubes, Firestone Brake Lining, Firestone Batteries and Accessories
GASOLINE OILS GREASES
LUBRICATION SPECIALISTS
CAR WASHING
"JIM" "BILL"
SMITH & WATKINS
The Station With a Clock

BABY CHICKS

Husky Hygiene Baby Chicks
Hatches Off
MONDAYS AND TUESDAYS
OF EACH WEEK
SALEM PETLAND
Phone 656 273 State St.
WE BELIEVE IN SALEM

SELF SERVICE STORE

WILLIAMS SELF SERVICE STORES
370 State St. Telephone 966
Selling standard lines of men's, women's and children's underwear, hosiery, work clothing, rubber footwear, wash dresses, play suits, etc.
Our self-service method of merchandising makes it possible to sell standard lines at lower prices.
Serve Yourself and Save
WE'RE BUILDERS AND BOOSTERS for A BIGGER and BETTER SALEM

TAILOR

JOHN SUNDIN
196 S. Liberty St. Telephone 282
SALEM'S LEADING TAILOR
Clothes will not make the man, but a well tailored suit such as we make, will make a man feel well dressed and increase his business efficiency.
We are now showing a complete line of spring patterns of finest quality.

BEVERAGES

PALM MOON GINGER ALE
Sold by all good dealers. Enthusiastically accepted by connoisseurs.
Packed 6 bottles in handy carton
Price per carton $1.00
Single bottle, each ..... .20
Mfg. by
GIDEON STOLZ COMPANY
Salem, Oregon Phone 26

FLORIST AND DECORATOR

C. F. BREITHAUPT
SALEM'S DISTINCTIVE FLORIST
For Cut Flowers, Potted Plants, Decorations and Floral Designs of all kinds. Bird Cages and Bird Supplies, Gold Fish and Aquariums.
WE GUARANTEE QUALITY, PRICE AND GOOD SERVICE
"SAY IT WITH FLOWERS"
Member of the Florist Telegraph Delivery Association, Inc.
512 State St. Telephone 330

INDEPENDENT GROCERY

E. W. COOLEY GROCERY
811 N. Commercial St. Not a Chain Store Phones 1871-1872
A home owned store, personally operated. Member Affiliated Buyers. Every day is special day at Cooley's Grocery. Come here for fancy and domestic groceries, fresh fruits and vegetables, bakery goods, butter eggs and cheese, smoked meats
And everything else a good independent grocery should sell.
We are boosters for Salem and appreciate your trade.

FLORIST

OSCAR D. OLSON
SALEM'S PROGRESSIVE FLORIST
Court and High Streets. Tel. 801

CONTRACTORS

HARMON & TITTLE
Salem, Oregon Telephone 1899J
CONSTRUCTION CONTRACTORS
DIKING, SUBMARINE DIVING AND EXCAVATION, PIPE LAYING DITCHING, PILE DRIVING
We employ only local help.
WE ARE BOOSTERS AND BUILDERS FOR A BIGGER AND BETTER SALEM

MONUMENTS

CAPITAL MONUMENTAL WORKS
2210 N. Commercial St. J. C. JONES, Prop. Telephone 689
A RELIABLE AND RESPONSIBLE FIRM
The only manufacturers of Monuments and Memorials in Salem. Using only the finest grades of granite and marble and equipped in our modern plant to execute any design desired. When you buy from your home people you are helping to build Salem industries and bigger payrolls.

GROCERY

PADE'S GROCERY
1244 State St. A Reliable Salem Firm Telephone 849
Full line of Bakery Goods, choice stock of Smoked Meats and all other lines a well stocked grocery should sell. Trade at Pade's Grocery where Quality and Service Prevail

SHEET METAL WORKS

CAPITOL SHEET METAL WORKS
805 Ferry St. Don Schirmer, Prop. Phone 3675-J
SHEET METAL WORK IN ALL ITS BRANCHES
Roofing Gutters Down Spouts Cornices Skylights
Furnaces Installed and repaired Ventilating Metal Restaurant and Jobbing Work
WE DO IT RIGHT — GIVE YOUR NEXT JOB TRY US ESTIMATE

LOANS AND INSURANCE

R. P. BOISE
LOANS AND INSURANCE
180 N. Commercial Telephone 219

BOOK STORE

COMMERCIAL BOOK STORE
163 N. Commercial St. A. A. Shaffney, Prop. Telephone 64.
A Reliable Salem Firm Selling
BOOKS STATIONERY SUNDRIES
Office Supplies Filing Cabinets
We aim to carry everything a well equipped Stationery, Book, and Office Supply Store should sell.
You Will Save Time and Money Buying From Us.